**Helena Business Improvement District**

Board of Trustees Retreat Minutes

Tuesday, March 10th, 2020 – 8:00 a.m. – 5:00 p.m.

Governor’s Room Silver Star Steak Co.

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| Board Members Present: | Lee Shubert, John Grant, Ryan Stavnes, Mark Roylance; Rex Seeley arrived at 1:10 p.m. |
| Public: | Andrea Opitz (8-11:10 a.m.); Commissioner Heather O’Loughlin (12:45-3:42 p.m.); Al Roy |
| Staff: | Micky Z. - HBID Executive Director  |
| **Agenda** | **Discussion** | **Motion/Action** |
| Monthly Board Matters1. Welcome & Introductions
2. Approve Feb. Minutes
3. Approve Jan. Financials
4. Old Business
5. New Business
 | Board members signed Code of Conduct, Conflict of Interest, and Board Member contract.Chair, Lee Shubert, called the meeting to order at 8:10 a.m.Introductions were made. Old Business – Micky mentioned the RFP bid process closed for the Banners at the end of February and we received zero submissions. Other suggestions were discussed including checking with Dukes Tress, finding a scissors lift, and Tree Green was suggested by Andrea.New Business – Micky shared an idea Kal Poole from Grand Street brought to the DHI general membership meeting last month. Kal and his friend Ryan are working on a history interactive walking app about colorful founders of Helena. Andrea and Micky were able to get a taste of the story on Friday night. Kal is looking for sponsorship from the BID.Lee brought up the idea of a winter carnival in Feb/March and wondered if the BID wanted to pressure DHI on adding the event.At 8:43 monthly board matters commenced.  | Motion by Mark to approve the February minutes. Second by John. Motion passes.Motion by Ryan to approve the January financials. Second by John. Motion passes.Action: Micky has emailed Jason Tabbert to see if Tabbert Construction is planning to put forth a bid. Action: Micky will follow up with Andrea on contact info for TreeInCarnatioan Arborists.Action: Micky will reach out to Kal and Ryan and see if they can present their idea at the next board meeting.Action: Micky will add winter carnival to the joint April meeting for discussion. |
| Annual Retreat Governance Matters | Election of officers. Assignment of Committees. Micky suggested a Revenue committee as an Ad Hoc committee. | Motion by Mark and seconded by John to keep Chair and Vice-Chair roles: Chair = Lee; Vice-Chair = Rex. Motion passes.Action – assignment of committees:Executive = Lee/RexStreetscape = Mark/RexMarketing/Promotion = Ryan/RexAd Hoc; Revenue Committee = John, LeeMotion by Mark to approve the whistleblower policy as presented. Ryan seconds. Motion passes.Motion by Mark to approve the bylaws with the amended dissolution clause. Ryan seconds. Motion passes.Action: Micky added under 5.04 Executive Committee “They shall meet monthly.” Motion by John to add language “They shall meet monthly” (referring to the Executive Committee) to the bylaws. Seconded by Mark. Motion passes.Action: Micky updated the Governance calendar and will send a revised copy to all board members. |
| Conversation with Andrea Opitz | Andrea shared programs and planning the TBID is executing:* They are in their leisure and expo recruitment traveling time of year
* Impacts on economic development with Helena meetings/conference; tours; and leisure including State soccer, Babe Ruth baseball tournament
* Tourism Business Grant program now has two application cycles – focus is on market and promotion of events and what is the ROI
* Trail Rider program is a no fee shuttle that will continue; city surplused the bus to TBID last year
* Marketing contract with SOVRN including Taste, Play, Explore, Learn Here
* Marketing campaign of halfway between Yellowstone and Glacier Park; moving the dial
* Helena is a Continental Gateway Community; a formal ceremony is planned for July 11

Micky and Andrea will look to present their work plans to the City in May.Board thanks Andrea for all the work she is doing. |  |
| Review FY 21 budget | At 11:10 a.m. the board reviewed the FY 21 draft budget. Micky explained there were two budgets: one including the DHI events and maintenance coordinator payroll and one without. Micky explained she split the payroll to better represent the budgets of both DHI and BID and stated DHI was onboard with this budget change. With this change the MOU and Contract for Services need to be updated to reflect the payroll changes.Discussion regarding the budget looked good and the board was in favor of the split. The board agreed to look at line items as the afternoon progressed and discussion regarding FY21 goals are established.  | Action: The board liked the revised budget with DHI payroll running through DHI.Micky will place the split of the budgets on the April joint meeting which subsequently means rewriting/drafting a new MOU and Contract for Services. |
| Creation formula and boundary expansion | Brief discussion regarding formula change for our budget based off feedback from the creation signatures. Heather pointed out the importance of the formula and taxable value. Boundary – request from Myrna Loy to be able to apply for our façade program. Discussion regarding adding parts of Rodney street to our district concluded wait for businesses to come to us and see what results from the URD. | Action: A work session will need to be scheduled to dive into the process.Action: Micky followed up with Krys Holmes from the Myrna Loy regarding boundary expansion.  |
| FY 21 work plan discussion | Discussion on sidewalks and streets and where the Parking revenue is being allocated. Board wants to emphasis the need to place parking revenue towards reinvestment in the downtown.Discussion on employee benefits and changing updating the operations handbook and employee policies. Graffiti – Streetscape Committee project to work with the City on formulating legislation; completed FY 21; Budget $0Smoking Distance – Ped Mall needs its own ‘master plan’. Could this be in that? There is an enforcement issue. Timeline/Role = nothing until a larger constituency brings it wants us to play a larger role. Share with business owners they can get free signage.Flower Baskets – going back to geraniums for summer 2019; will have 125 baskets; assess the longevity of them to see if changes need to be made for 2020. Budget is set at $7000. If unsuccessful this year other options include contest with local garden clubs. Discussion on bulb outs being the responsibility of the property owner on the 300/400 block. Storage Unit – continue to look for a better space and figure out the minimum size for internal storage. The board agreed the fencing is a service and we need to provide it.300 trees – City is working on a plan. Once the plan is delivered to the BID, the BID will work to get the trees planted in FY 21. Budget, preliminary estimate is $30,000. STIP funds may need to be used to make this happen. City may supply the trees.Commercial property database has been on the BID docket for ten plus years. Last December, staff met with commercial brokers and an option for brokers to put their open spaces on our website is available, but no one is utilizing it.Decorations – 2019 was an improvement on Downtown decorating. Still received some complaints requesting improvements. Micky recently met with NorthWestern Energy and MBAC on power along LCG. It was suggested URD funds may be utilized to get outdoor power on buildings. Micky has a five-year plan for decoration improvements. FY21 budget = $2000 for improvements on decorations plus donations. (comes out of streetscape line item)Rex suggested billboards be specific to certain businesses in the downtown and that money be requested from those businesses to place on four billboard locations. Wayfinding – Micky suggested a maintenance plan be in place for the wayfinding. Cruse Ave. – Board will continue to support City initiatives for cruse Ave. planning. Cruse Ave. is part of the Master Plan and the BID feels they are the keepers of faith for execution suggested in the plan. Cruse Ave. improvements will increase the value of our stakeholder property and the board views this as a top priority.  | Action: Micky will create the Work Plan document for presentation to the commission based off the dialogue during work plan discussion. (first to be approved by the board)Action: John and Lee agreed to review the benefits section of the employee handbook regarding health insurance, retirement, dental/vision.Action: Streetscape Committee will work with the City of graffiti legislation.Action: Micky to work with City on resolving the 300-block water bill.Action: Streetscape committee to look at new options for fencing with an annual budget of $2000.Action: Micky will continue to follow up with Ryan until the plan is received and work with Gardenwerks. Action: Ryan will investigate best options for a commercial property database.Action: Micky will update the five-year plan for decoration improvements and bring it forward to the Commission at a standing Admin meeting.Action: Micky will inventory the Downtown Wayfinding signs specially identifying where updates need to be made. Budget allocated is $500.Action: Micky will continue to work on replacement vehicle through City surplus. |
| News & Announcements | N/A | Meeting concluded at 3:42 p.m. |
| Respectfully submitted: Micky Zurcher |